

Message Text

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: EXPORT PROMOTION QUESTIONNAIRE

1. OFFICE OF ECONOMIC RESEARCH IN COOPERATION WITH BUREAU OF INTERNATIONAL COMMERCE IS UPDATING AND EXPANDING TWO PREVIOUS STUDIES ON COMPARATIVE EXPORT PROMOTION. SHORT DEADLINE IS REGRETTED, BUT YOUR TELEGRAPHIC REPLY REQUIRED BY JANUARY 4 TO ALLOW PREPARATION COMPARATIVE REPORT FOR OMB.

2. PUBLICATION DATE OF LAST COMPARATIVE EXPORT PROMOTION STUDY WAS JULY 1971. WHAT ORGANIZATIONAL CHANGES, CHANGES IN EMPHASIS, REVISIONS, DELETIONS OR ADDITIONS HAVE BEEN MADE IN OVERALL EXPORT PROMOTION PROGRAM IF ITALY SINCE JULY 1971? WHAT WERE MOTIVATIONS FOR CHANGES? PLEASE DESCRIBE AS FULLY AS POSSIBLY ANY NEWLY INSTITUTED PROGRAMS, OR THOSE PROGRAMS WHICH HAVE BEEN RADICALLY REVISED. HOW SUCCESSFUL HAVE NEW PROGRAMS BEEN? HOW HAS DEGREE OF SUCCESS BEEN MEASURED?

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EM TO WHAT EXTENT HAVE THE EXPORT PROMOTION PROGRAMS BEEN

PLANNED AGAINST GOALS OR PERFORMANCE STANDARDS CURRENTLY
APPLIED TO EACH EXPORT PROMOTION TECHNIQUE AND FOR OVERALL
PROMOTION PROGRAM?

4. ARE PROGRAMS MONITORED AND/OR EVALUATED AGAINST PRE-
DETERMINED GOALS? HAVE PROGRAMS SUCCEEDED WHEN EVALUATED AGAINST
THESE GOALS? WHAT EVALUATION DATA IS AVAILABLE? IF ANY, PLEASE
SUPPLY.

5. ARE REGIONAL, LOCAL, OR CITY GOVERNMENTS ACTIVE IN EXPORT
PROMOTION? WHAT KINDS OF TECHNIQUES ARE USED ON LOCAL LEVEL?
ARE THEY DESIGNED TO COMPLEMENT NATIONAL PROGRAMS? IS THERE
ANY COORDINATION BETWEEN EXPORT PROMOTION PROGRAMS ON VARIOUS
LEVELS OF GOVERNMENT? WHAT KINDS OF GOVERNMENTAL LINKAGES EXIST
FOR EXPORT PROMOTION? PLEASE SUPPLY ANY DATA AVAILABLE ON
PROGRAM EFFECTIVENESS.

6. WHAT IS RELATIVE BALANCE BETWEEN EXPORT PROMOTION
TECHNIQUES EMPLOYED BY ITALIAN GOVERNMENT OF PUBLIC RELATIONS
OR INFORMATIONAL TYPE AND PURELY MONETARY SORT SUCH AS DIRECT
SUBSIDIES AND TAX CREDITS?

7. IF FAIRS AND SOLO EXHIBITIONS ARE EVALUATED ON BASIS
OF SALES, HOW ARE SALES GENERATED BY PROMOTION SEPARATED FROM
THOSE WHICH WOULD HAVE OCCURRED ANYWAY? KISSINGER

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